(b) Eighteen firms have been registered for manufacture of nicotine Sulphate 40 per cent SL both for domestic use and also for export purposes.

Earning from Telecast of 'Ramayana' Serial

2173. SHRI SHANKER SINH VAGHELA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the amount earned by Doordarshan on acount of advertisements during each of the last three years and current year and specially from advertisements shown immediately before and after the TV serial 'Ramayana';

(b) what are the maximum and minimum rates of the advertisements shown on different timings; and

(c) the norms of telecasting a serial, procedure for obtaining sanction and their rates?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H. K. L. BHAGAT): (a) The yearwise figures of gross collection of revenue on account of telecast of spot advertisements and sponsored programmes on Doordarshan are as follows:—

1985-86 . . .	Rs. 60.20 crores
1986-87 . . .	Rs. 98.32 crores
1987-88 . . .	Rs.136.29 crores
1988-89 . . . (upto July '88)	Rs. 54.14 crores

The gross amount earned from the telecast of spot advertisements alongwith 78 episodes of the serial 'Ramayana' came to Rs. 24.40 crores. In addition, a gross amount of Rs 1.35 crores was earned as sponsorship charge.

(b) The maximum and minimum rates for ten-second spot advertisement telecast on the National Network are Rs. 80,000/- and 15,000/- respectively.

(c) Norms for telecast of a se are that it should promote the ba saocio-cultural values, equal resp to all religions, rejection of violen etc. It should also project the r cultural diversity and help inculc in growing generations the right k of values, outlook and standar They should also provide enterta ment. All proposals for sponso serials are approved by tne Select Commitee consisting of official a non-official members. The rates sponsored serials are different a are fixed according to the time sl and durations of the programme.

Special Foodgrains Production Pr ramme in Punjab

2174. SHRI HARI SINGH: Will t Minister of AGRICLUTURE pleased to state:

(a) whether it is a fact that Gc ernment have selected some distri of Punjab under its special foc grains production programme for i creasing the production of Wheat a Paddy;

(b) if so, the money proposed to spent on the above programme; a

(c) the districts selected for th purpose?

THE MINISTER OF STATE IN TH DEPARTMENT OF AGRICULTUR AND COOPERATION IN THE MINI TRY OF AGRICULTURE (SHF SHYAM LAL YADAV): (a) Yes. Si

(b) A sum of Rs. 115.31 lakhs fc rice and Rs. 48.75 lakhs for wheat ha been allocated to the Government Punjab as grant-in-aid for underta king various measures under the spe cial Foodgrains Production Program me (SFPP).

(c) The districts selected for th implementation of Special Foodgrain